



Sponsorship Opportunities

HRPA Professional Development



Human Resources
Professionals
Association



Executive Events HRPA Professional Development

Inspire Senior Leadership as a Corporate Sponsor for HRPA's Executive Events

- Forward thinking facilitators and speakers share new approaches, strategies and ideas
- Enhance your relationships with senior level Canadian HR Professionals
- Participate in live event networking and speaking opportunities
- Leverage the strength the HRPA membership of more than 24,000 members

Knowledge events organized by senior level executives

A significant number of our members are senior executives, many at the SVP, EVP, Chief HR Officer (CHRO) level. To help us plan Knowledge Events for this echelon of our membership, we have an advisory council made up of past and present CHROs from top Canadian organizations.

Encourage stronger brand awareness and recognition as a valued partner

Our social media and online presence has increased. Sponsorship of an HRPA Executive Event will allow us to leverage this online potential to broadcast the message of our sponsors to more followers and subscribers than ever before.

Demonstrate your commitment to HRPA's national standard for excellence in human resources management. In Ontario, the HRPA regulates the HR profession and issues the Certified Human Resources Professional (CHRP), the Certified Human Resources Leader (CHRL) designation as well as the Certified Human Resources Executive (CHRE).



SPONSORSHIP OPPORTUNITIES
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CHRO Advisory Council



Marla Allan, CHRE
Vice President,
Human Resources



Karen Trenton, CHRE
Senior Vice President,
Human Resources



Cynthia Bordin, CHRE
Chief Operating Officer



Leigh Brown
Vice President, Human Resources,
Global Functions



John Duncan, CHRE
Managing Director



Claire Silvester, CHRE
Vice President, Human Resources



Jennifer Fitzsimmons, CHRE
Vice President, Human Resources



Kelly Davis, CHRE
Senior Vice President,
Human Resources, Loss Prevention
& Customer Service



Cheryl Fullerton, CHRE
Executive Vice President, People



Brett Abram, CHRE
Vice President, Human Resources



Julie Girdi, CHRE
Vice President,
Business Transformation



Cheryl Kerrigan
Vice President, People



Norm Sabapathy, CHRE
Executive Vice President, People



SPONSORSHIP OPPORTUNITIES
HRPA Professional Development

Sponsorship Levels

Executive Events Sponsorship	Executive Live Webcast	Executive Breakfast Event	Executive Panel Discussion	Executive Real Talks Meeting	Executive Workshop	Premier Executive Event: CHRO Conference
	\$3,000	\$5,000	\$7,000	\$7,000	\$10,000	\$15,000
Sponsor branding mention with the link in HRPA's CHRO community	■	■	■	■	■	■
Opportunity to introduce or thank the speaker (1 session per sponsorship)	■	■	■	■	■	■
Two complimentary registrations	■	■	■	■	■	■
Sponsor company name and logo included in all pre-event and online materials	■	■	■	■	■	■
Sponsor logo included on the agenda that will be distributed at registration	■	■	■	■	■	■
A sponsor ad banner on PD page	■	■	■	■	■	■
Logo displayed on screen during break	■	■	■	■	■	■
Opportunity to have a table to display company's material at the event		■	■	■	■	■
Sponsor commercial to be played at the beginning and end of event		■	■	■	■	■
Above commercial posted on PD page					■	■
Commercial on digital signage Yorkville Conference Centre					■	■



SPONSORSHIP OPPORTUNITIES

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Premier Executive Event: CHRO Conference

In this special one-day conference, designed by CHROs for CHROs, experience the most cutting-edge, innovative ideas around strategic transformation. Doing what you've always done is no longer enough. Learn how to evolve your leadership.

- Speakers hand-selected from top international thought leaders
- Top Canadian C-suite execs sharing experience with strategic transformation
- Interactive small-group setting
- Experiential programming

Recent Presenters

Dave Ulrich - HR influencer: The NextNew Thing - How HR Creates Value From The Outside In.

Dr. Mary B. Young - The Conference Board USA: Digital Transformation - What Does It Mean For Human Capital?

Warren Everson - Canadian Chamber of Commerce moderating a panel on "G3 Effectiveness".

Rahul Bhardwaj - CEO, Institute of Corporate Directors moderating a Board Perspective panel.

Polly LaBarre - Co-Founder of Fast Company and MIX, the Management Innovation eXchange

Jacque Matthews - Global CEO at IPSOS UU

This is a can't-miss event for HR leaders.



Sponsorship Commitment & Contract

(For HRPAs Executive Events)

Company Name:

Address:

City:

Province:

Postal Code:

Contact Name:

Telephone #:

E-mail:

Signature:

Date (mm/dd/yyyy):

We request the following sponsorship opportunity (please select):

Executive Live Webinar (\$3,000)

Executive Breakfast Event (\$5000)

Executive Panel Discussion (\$7,000)

Executive Real Talks Meeting (\$7,000)

Executive Workshop (\$10,000)

CHRO Conference (\$15,000)

Fill-in Payment Information:

Cheque Enclosed:

Please make cheque payable to HRPAs

Credit Card:

Amex:

Visa:

MasterCard:

Credit Card No:

Expiry Date (mm/yy):

Name:

As it appears on credit card

Signature:

When complete, please fax or e-mail the form to:

Inna Tuka

Manager, Executive Programs

Tel: 416-923-2324 ext. 326

Fax: 416-923-5696

E-mail: Ituka@hrpa.ca